



IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: Google-53APP (GP-064-05-US)

Applicant: **Yingwei Claire Cui**

Serial No.: **10/649,585**

Filing Date: **August 27, 2003**

Title: **IMPROVING CONTENT-TARGETED ADVERTISING USING COLLECTED  
USER BEHAVIOR DATA**

Examiner: **Not yet assigned**

Group Art Unit: **2673**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

S I R:

**Information Disclosure Statement Transmittal**

The applicants respectfully request that the references listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. A copy of each of these references, except for U.S. patents and patent application publications is enclosed. (See the notice, "Information Disclosure Statements May Be Filed Without Copies of U.S. Patents and Published Applications in Patent Applications Filed After June 30, 2003," Pre-OG Notices (July 11, 2003).)

English language abstracts, or partial English language translations of non-English language references are provided.

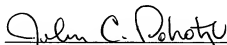
Further, the non-English language references were cited in an action by the Korean Patent Office in a counterpart Korean Patent application. An English-language translation of the action is provided and serves as a concise statement of relevance of these non-English language references. (See MPEP 609.04 (a) III.)

The applicants reserve the right to establish that any of the references listed on the attached PTO/SB/08A are not prior art to the above-captioned application.

Since a first Office Action on the merits has not yet been received, the applicants assume that this Information Disclosure Statement should be considered under 37 C.F.R. §§ 1.97(b)(3). Accordingly, it is believed that no fee is due. If, however, an Office Action on the merits has been mailed before the filing date of this Information Disclosure Statement, the Office is authorized to charge any fee required to have the Information Disclosure Statement considered to the deposit account of Straub & Pokotylo, deposit account number 50-1049.

Respectfully submitted,

Dated: May 21, 2007

  
John C. Pokotylo, Attorney  
Reg. No. 36,242  
Customer No. 26479  
(732) 542-9070

STRAUB & POKOTYLO  
620 Tinton Avenue  
Bldg. B, 2<sup>nd</sup> Floor  
Tinton Falls, NJ 07724-3260



CERTIFICATE OF MAILING under 37 C.F.R. 1.8(a)

I hereby certify that this correspondence is being deposited on **May 21, 2007** with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

John C. Pokotylo  
John C. Pokotylo

36,242  
Reg. No.

U.S. Department of Commerce Patent and Trademark Office		Application Number: 10/649,585	
Filing Date: August 27, 2003		First Named Inventor: Yingwei Claire Cui	
Group Art Unit: 2673		Examiner Name: Not yet assigned	
Attorney Docket No.: Google-53APP (GP-004)			

**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**  
(use as many sheets as necessary)



Sheet 1 of 1

**U.S. PATENT DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	U.S. Patent Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines where relevant Passages or Figures appear
	AD	6,006,222	12-21-1999	CULLISS	
	AE	6,014,665	01-11-2000	CULLISS	
	AF	6,078,916	06-20-2000	CULLISS	
	AG	6,182,068	01-30-2001	CULLISS	
	AH	2002/0147637	10-10-2002	KRAFT, et al.	
	AI	2003/0023598	01-30-2003	JANAKIRAMAN, et al.	
	AJ	2003/0046161	03-06-2003	KAMANGAR, et al.	

Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document Office <sup>2</sup> Number <sup>4</sup>	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sup>5</sup>
	AK	JP 2000-501868	02-15-2000	CYBERGOLD, INC.		
	AL	KR 2000-0030679	06-05-2000			
	AM	WO 01-09789	02-08-2001	TMP WORLDWIDE		
	AN	WO 01-15053	03-01-2001	SPINWAY, INC.		
	AO	WO 03-023680	03-20-2003	YAHOO, INC.		

**OTHER REFERENCES - NON-PATENT LITERATURE DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume, issue number(s), publisher, country, where published, source	T <sup>5</sup>
	AP	FANG, Min, et al., "Computing Iceberg Queries Efficiently," Department of Computer Science, Stanford, CA; Paper No. 234 (25 pgs.)	
	AQ	Form PCT/ISA/220, "Notification of Transmittal of the International Search Report and the Written Opinion of the International Searching Authority, or the Declaration" for PCT/US04/23164, mailed March 09, 2006 (1 pg.)	
	AR	Form PCT/ISA/210, "International Search Report" for PCT/US04/23164, mailed March 09, 2006 (2 pgs.)	
	AS	Form PCT/ISA/237, "Written Opinion of the International Searching Authority" for PCT/US04/23164, mailed March 09, 2006 (3 pgs.)	
	AT	Korean "Notice of Preliminary Rejection" for Korean Application No. 10-2006-7001428, mailed April 20, 2007 (4 pgs., w/translation 4 pgs.)	
	AU	EPO "Communication" (1 pg.), transmitting "Supplementary European Search Report" (1 pg.) and "Annex to the European Search Report on Application No. EP 04 77 8599" (1 pg.), mailed January 24, 2007	

Examiner Signature	/Arthur Duran/	Date Considered	04/29/2008
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\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

1 Unique citation designation number. 2 Applicant is to place a check mark here if English language translation is attached.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /AD/